



Hyundai Product Discussion

July 17, 2025





Chris Hackney

Client Product Officer
Meltwater

Early career (Marketing & Digital Media)

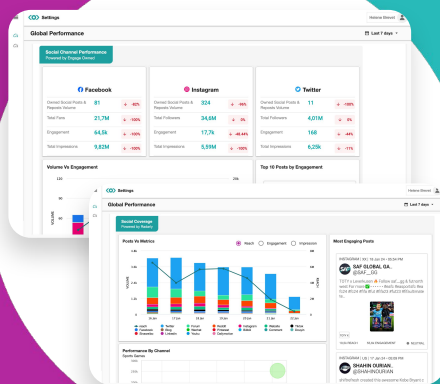
15+ years in B2B SaaS (start-ups to enterprise)

Focus on media and social technology enablement

Meltwater Product Suite

Vision

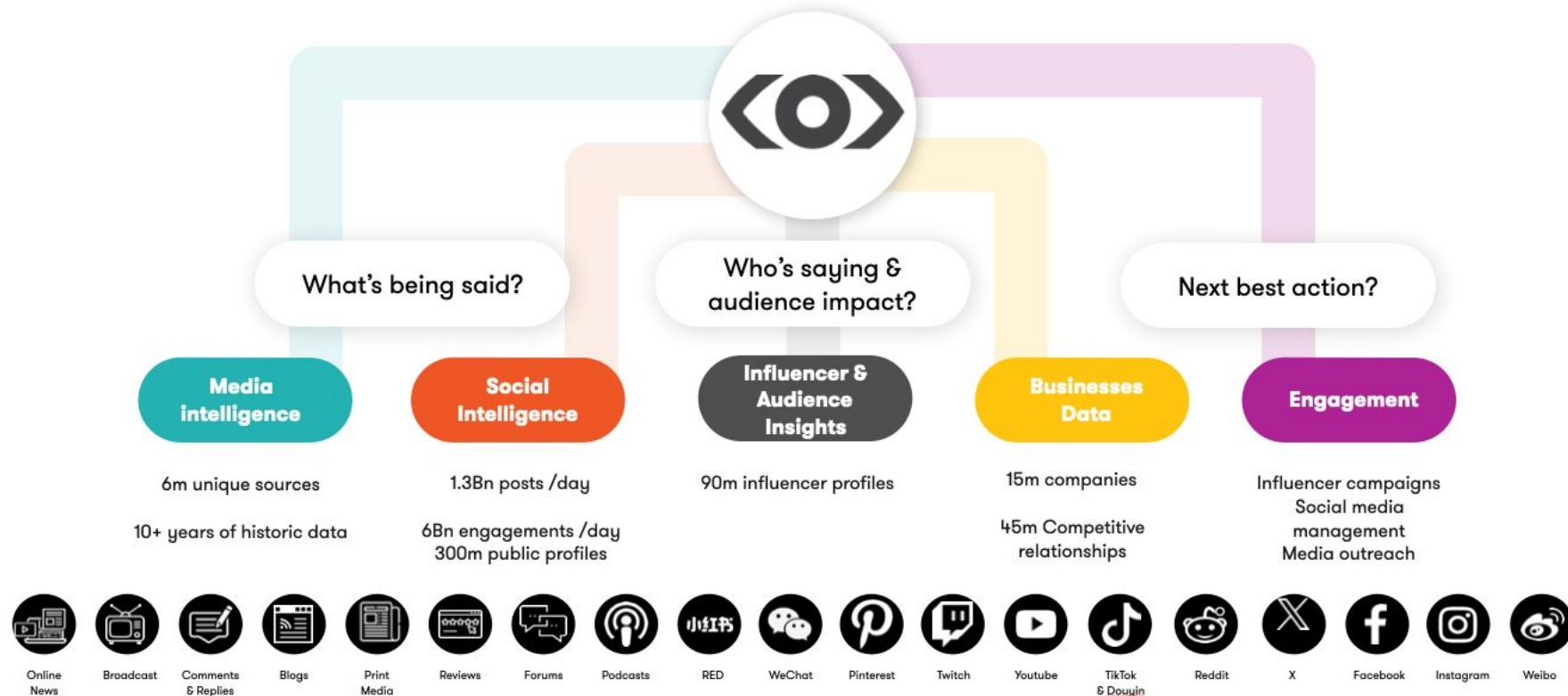
To be **essential** to our customer's success by **transforming real-time insights into actions** with demonstrable outcomes **through innovative, user-centric technology.**



Mission

We're committed to **delivering visionary solutions that provide an indispensable competitive edge for our customers.**

Meltwater Narrative Intelligence



Meltwater Product Advancement Framework

Critical value improvements combined with leap-forward innovation

Unified Experience

Meltwater Platforms

Media & Social
Intelligence

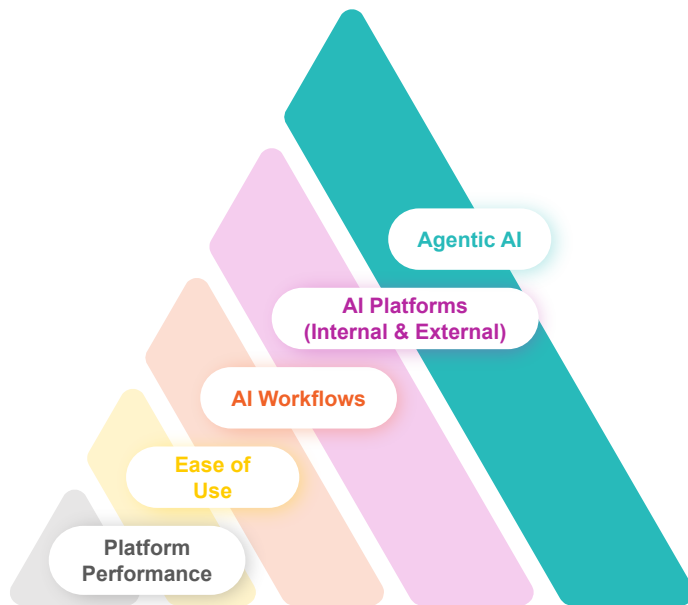
Social Media
Management

Media Relations

Influencer Marketing



Product Focus Areas



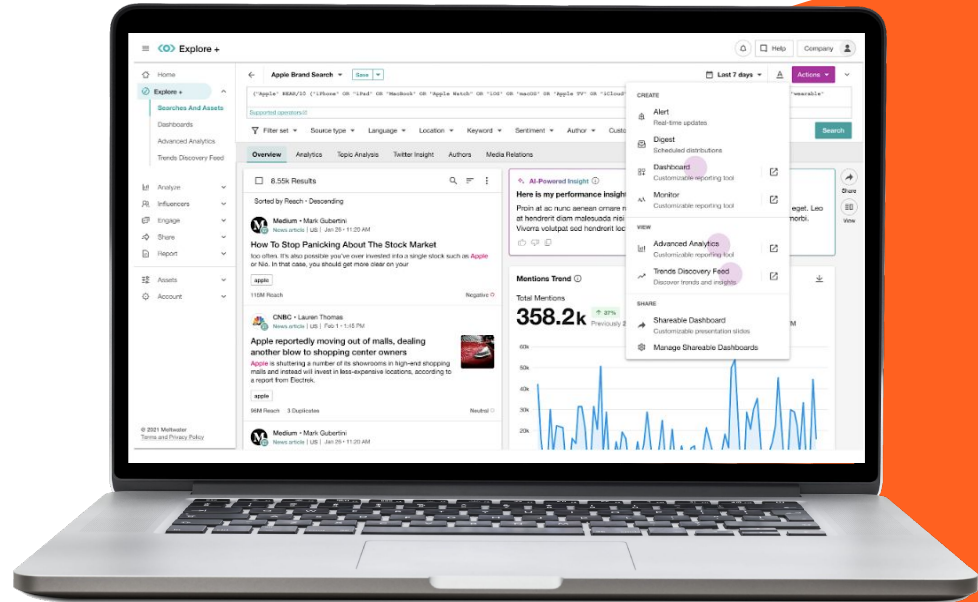
Explore+: Enterprise-grade Unified Monitoring, Listening & Analytics

One environment for:

- Quick insights and understanding on emerging brand topics of interest
- Broad evergreen conversation monitoring that requires complex, customized analytics

Key client benefits:

- Unlimited real-time searches alongside unlimited project archive history (only player offering this)
- Comprehensive analytics and dashboard capabilities that are both powerful and flexible (ex: ability to compare 60 brands on 20 attributes for global brand benchmarking)
- Superior AI enrichment and insight embedded in all search/analytics experiences



Analytics at scale

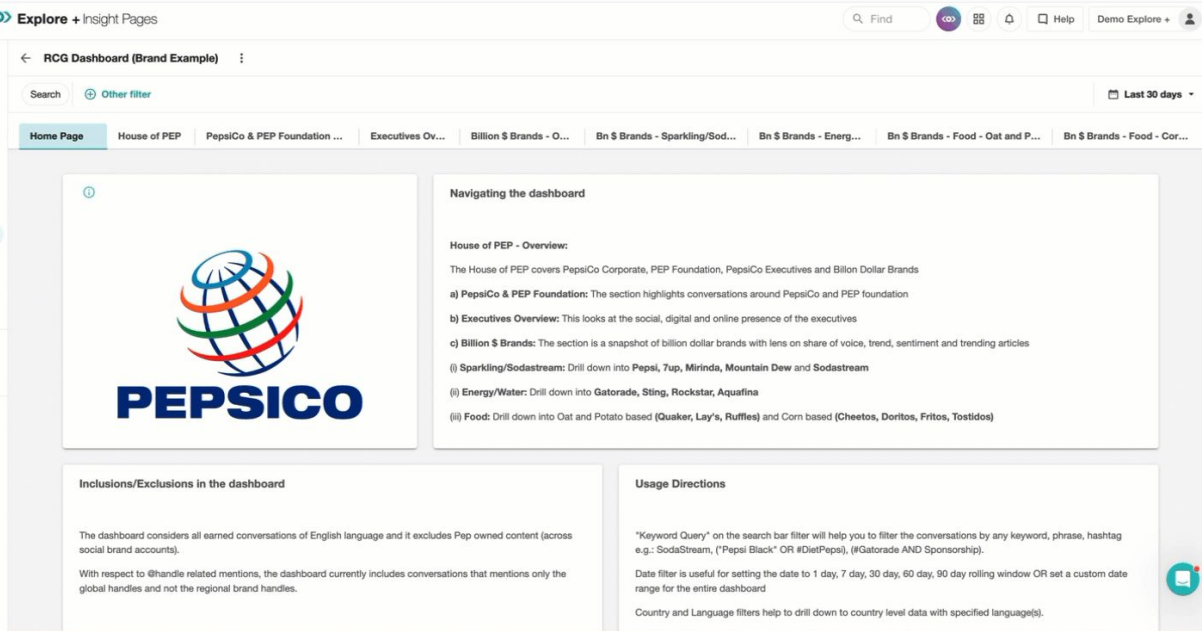
Feed your organization with strategic insights and long-term planning

Multi-dimensional analysis

A user-friendly monitoring tool enables consistent reporting and valuable insights across regions, brands, and departments, ensuring your stakeholders make data-driven business decisions.

Scalable enterprise-grade solution

Designed for large organizations needing insights at scale, covering multiple use cases, hundreds of brands, and thousands of products.



Expert-designed data structuring

Our team of experts ensures that your news and social data is structured and dependable in evolving market conditions and always aligned with your business needs.

Instant access to insights

Benefit from visual turnkey pages that give stakeholders quick access to insights. Add AI-powered context to simplify complex data and improve decision-making.

Expanded Editorial Content & Enrichments

New Partnerships: Integrated Editorial Content

Key Value Driver: Greater access to premium content for richer insights

Bloomberg

The Washington Post

TORONTO STAR

New Enrichments: Editorial Understanding

Key Value Driver: Additional lens into narratives and credibility of news



BLACKBIRD.AI

NewsGuard

New Broadcast / Podcast Provider

Key Value Driver: Enhanced experience with more a innovative partner

 **kinetiq**

Meltwater has some of the strongest social content in the market today for listening

Social Networks New & Enhanced



**Comments
& Replies**
2M/Day



Blogs
~2M Posts A Day



Podcasts
25k Podcast Channels
7k Podcasts/Day



X
Firehose
~340M Posts/Day
2B Eng/Day



Facebook
~14M Posts &
Comments/Day
864M Eng/Day



Instagram
250M Posts/Day



Pinterest
~8.3M Posts/Day
10.5M Eng/Day



Youtube
~2.5M Clips/Day
250K Comments/Day



Wechat
~2M Posts/Day
2.8M Eng/Day



Forums
~18M Clips/Day



Reddit
Firehose ~5.4M
Posts/Day
300M Eng/Day



Twitch
~200k Posts/Day
1M Views/Day



Douyin
200k/Day



Weibo*
~9M Posts/Day
12M Eng/Day



KakaoTalk
~2k Posts/Day



LINE Voom
~5k Posts/Day



RED
~1.4M Posts/Day
3.1M Eng/Day



Youku & Bilibili
34K Posts/Day

But we continue to add to and
grow our coverage...

Social Listening

2025 Delivered Expansion

Snapchat

Officially **badged partner** and **first** to roll out listening capabilities
Dive into stories, saved stories, and spotlights while leveraging advanced image search to uncover brands, logos, and key moments.



TikTok (mentions search)

Monitors all mentioned of your business account in public videos and comments; empowering businesses to monitor **public engagement** like never before.



BlueSky

Listen to **all public posts** in **real-time** for early trends. Stay ahead of **emerging conversations** and understand discussions around your brand and competitors.



Threads

Official API integration, monitoring **@mentions** and **keywords** on Threads to capture discussions surrounding your brand and relevant topics.



Discord

Community Insights: Tracks private/public channel discussions on owned server in real-time. Strengthen **brand loyalty** through proactive engagement.



'Bring Your Own Data' Plans (2H 2025)



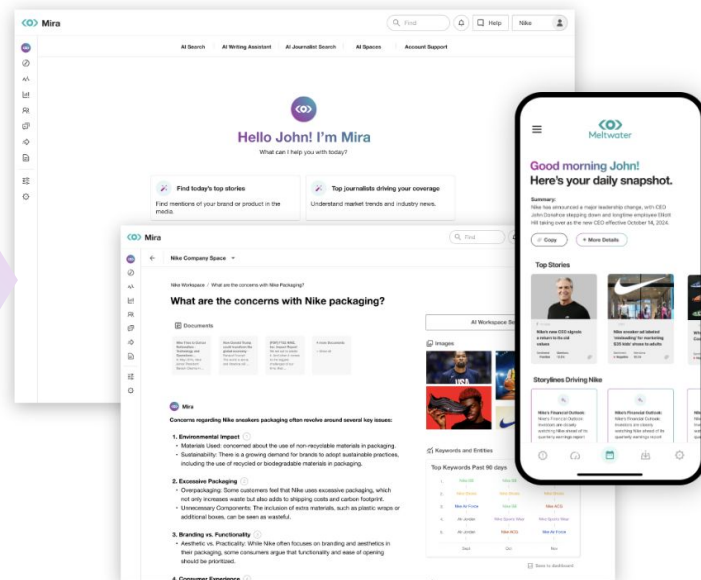
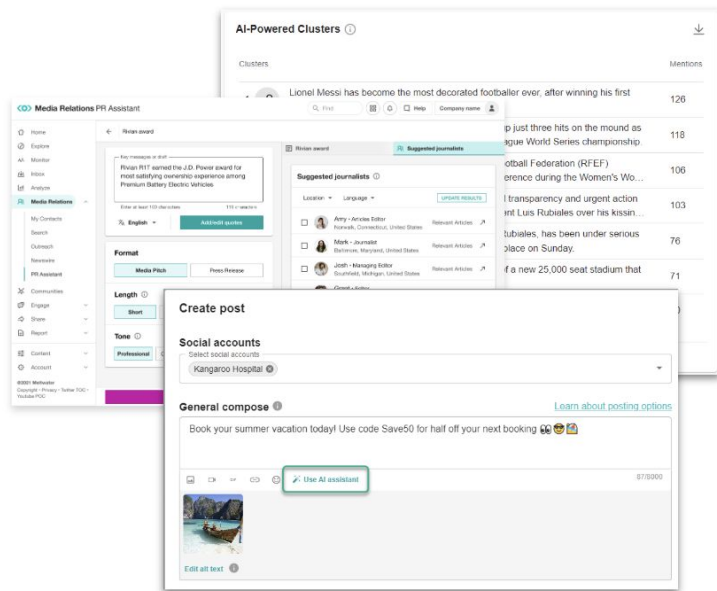
Introducing Mira AI

Mira AI is Meltwater's unified intelligence engine—powering insights, enhancing workflows, and personalizing experiences across our platform.



Mira
Meltwater AI

Mira is an aligned set of AI-powered experiences within and beyond our suite



To realize the opportunity GenAI brings we can no longer work in silos, we must align and work together to benefit from the sum of our efforts

Meltwater's Unified Gen-AI Approach

Mira Studio

Assists users within our suite to get to outcomes

Studio

Companion

Mobile

Mira Integrations

In-place insights and recommendations across our suite

Explore

Explore+

Analyze

Media Relations

Klear

Mira API

Integrates news & social intelligence into in-house assistants and reporting systems

Client-side Knowledge Centers

Power BI

Tableau

Meltwater Copilot

Democratizes news & social intelligence across entire organizations

Teams

Office365

Mira AI Stack

Unified AI system providing insights and powering customer experiences

Agentic AI

Conversation management

Traditional AI

Mira Projects

Personalized insights, actions and outcomes for businesses and teams

AI User Profile

Meltwater Assets

RAG

Mira Applications

Suite assistance workflows

Search Assistant

Writing Assistant

Insights & recommendations

AI summaries & explanations

What were the key stories about Nike this week?

Use case specific deliverables

Executive Briefing

Brand Performance Report

Multi-step HITL tasks

Plan and execute and a journalist outreach campaign based on my target KPIs

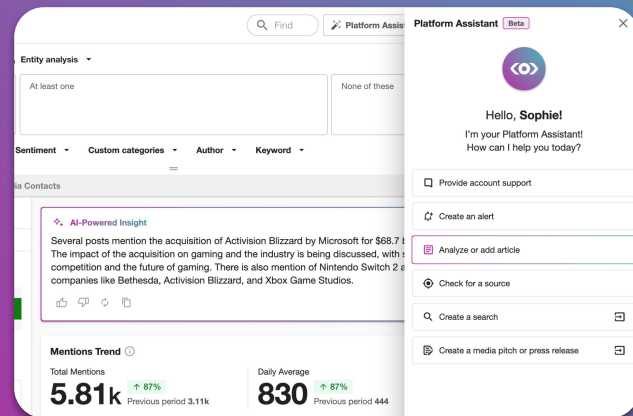
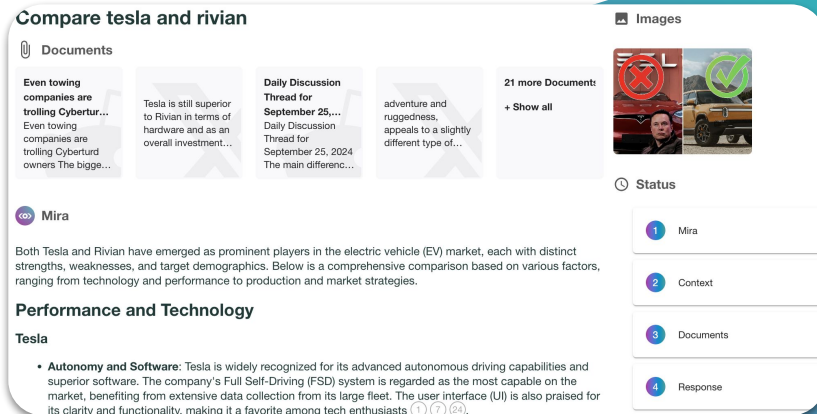
Mira Studio & Mira Companion

Mira Studio

With the power of AI and a fully immersive chat interface, Mira evolves the monitoring experience to a whole new level - equipping users with knowledge, tools, and speed for common use cases such as consumer intelligence, brand monitoring, competitive intelligence, and trend analysis.

Mira Companion

An AI companion for quick access, users can harness the power of Mira AI from anywhere with an easily accessible AI side panel - all while maintaining the context of their current workflow.



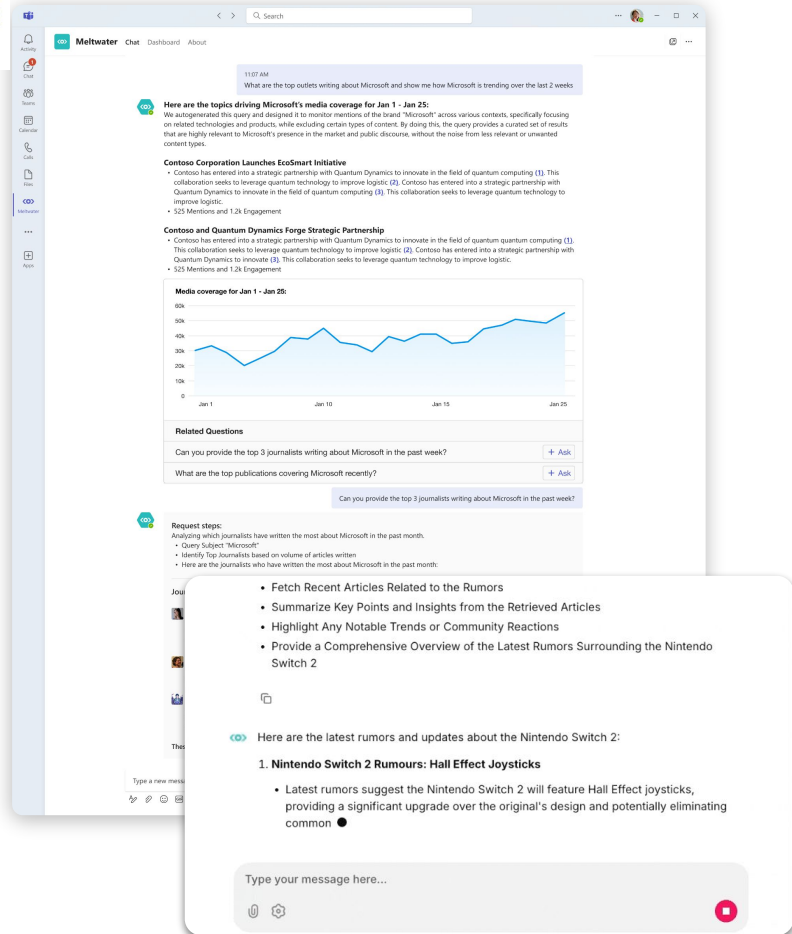
Meltwater Copilot in Microsoft Teams

Meltwater Copilot allows you to:

- **Automate Time Intensive Tasks:** gathering insights, drafting content, creating briefing docs, etc. all enable teams to save hours and focus on other deliverables
- **Reducing your Workload:** giving collaborators and stakeholders the ability to answer their own questions enables teams to focus on deliverables without distractions

Recent updates:

- Broader questions answering capabilities through Retrieval-augmented generation (RAG)
- Improved reasoning using agentic AI helps answer complex questions and "think" about previous responses:
- Grounded responses that include inline citations
- Prompt library with savable prompts by organization



11:07 AM
What are the top outlets writing about Microsoft and show me how Microsoft is trending over the last 2 weeks

Here are the topics driving Microsoft's media coverage for Jan 1 - Jan 25:
We autogenerated this query and designed it to monitor mentions of the brand "Microsoft" across various contents, specifically focusing on related technologies and products, while excluding certain types of content. By doing this, the query provides a curated set of results that are highly relevant to Microsoft's presence in the market and public discourse, without the noise from less relevant or unrelated content types.

Cortoso Corporation Launches EcoSmart Initiative
• Cortoso has entered into a strategic partnership with Quantum Dynamics to innovate in the field of quantum computing (1). This collaboration seeks to leverage quantum technology to improve logistic (2). Cortoso has entered into a strategic partnership with Quantum Dynamics to innovate in the field of quantum computing (3). This collaboration seeks to leverage quantum technology to improve logistic.
• 525 Mentions and 1.2k Engagement

Cortoso and Quantum Dynamics Forge Strategic Partnership
• Cortoso has entered into a strategic partnership with Quantum Dynamics to innovate in the field of quantum computing (1). This collaboration seeks to leverage quantum technology to improve logistic (2). Cortoso has entered into a strategic partnership with Quantum Dynamics to innovate (3). This collaboration seeks to leverage quantum technology to improve logistic.
• 525 Mentions and 1.2k Engagement

Media coverage for Jan 1 - Jan 25:

Related Questions

Can you provide the top 3 journalists writing about Microsoft in the past week? [+ Ask](#)

What are the top publications covering Microsoft recently? [+ Ask](#)

Can you provide the top 3 journalists writing about Microsoft in the past week?

Request steps:
Assigning which journalists have written the most about Microsoft in the past month.
• Query Subject "Microsoft"
• Identify Top Journalists based on volume of articles written
• Here are the journalists who have written the most about Microsoft in the past month:

• Fetch Recent Articles Related to the Rumors
• Summarize Key Points and Insights from the Retrieved Articles
• Highlight Any Notable Trends or Community Reactions
• Provide a Comprehensive Overview of the Latest Rumors Surrounding the Nintendo Switch 2

Here are the latest rumors and updates about the Nintendo Switch 2:

1. Nintendo Switch 2 Rumours: Hall Effect Joysticks

• Latest rumors suggest the Nintendo Switch 2 will feature Hall Effect joysticks, providing a significant upgrade over the original's design and potentially eliminating common

Type your message here...

Introducing GenAI Lens

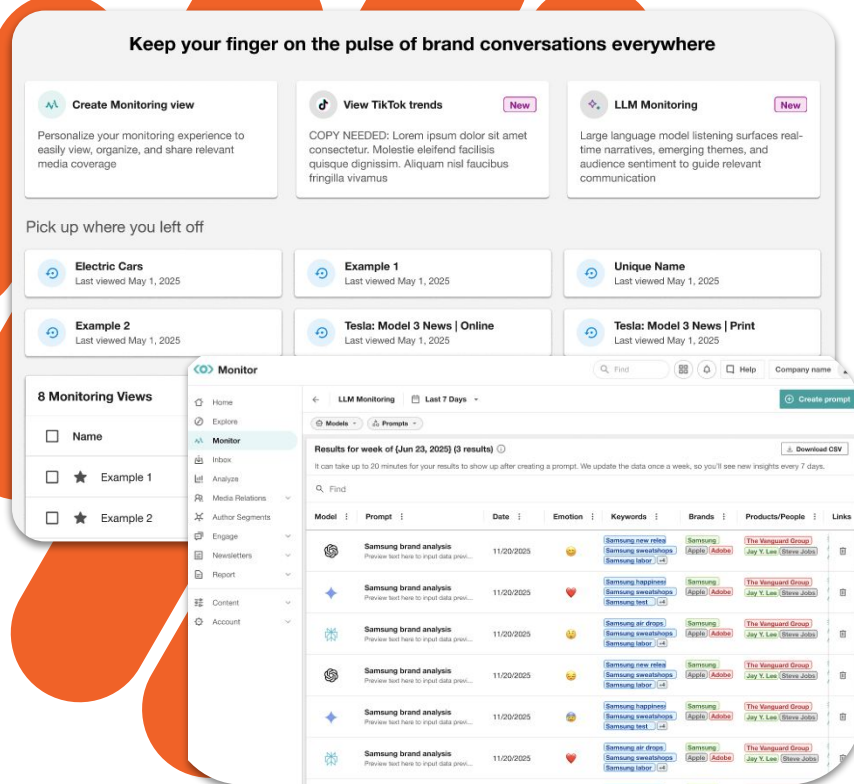
What is it?

GenAI Lens lets you see how your brand, product, or competitors are discussed across leading AI Assistants and LLMs(large language models). It captures responses, offering transparency into what's being said and where GenAI tools are sourcing their information.

Where and how do customers use it?

Where: In Monitor, new GenAI Lens module

How: Choose a prompt template, customizing it to match your brand, product, or competitive focus, and save. Use filters to refine results by LLM model, prompt, or date range. Click any result to open a detailed slide-out panel with enriched analysis and export options. In addition to results, brand sentiment, top people/products/places/ things referenced will also be spotlighted.



Meltwater Content Vectorization

Data Structuring Investment Feature Enhancements

Hybrid Searches with Reduced Noise

Intuitive search builds and more accurate results based on combination of keyword and semantic search architecture.

Accurate Relevance

Improved search results relevance scoring driving better relevance sorting and article selection for digest and newsletters.

Adjacent Emerging Trends

Comprehensive understanding of related topics to primary searches allowing users to identify and take actions on emerging trends faster.

Second-Level Summaries & Insights

Drawing from structured, contextually informed knowledge sets to go beyond surface-level summaries and insights.

Topic Groupings & Citations

Ability to group stories around key themes and topics with inline citations that improves customer trust and direct attribution

"What are the latest updates on Microsoft's activities in the Xbox and gaming?"

✦ **AI-powered Insights**

Documents

Xbox Cloud Gaming Enhanced Microsoft announced AI-driven streaming improvements and increased server capacity for...	AI Boosts Xbox Streaming At Ignite, Microsoft showcased AI enhancements in Xbox Cloud Gaming, leveraging Azure...	Xbox Expands Indie Partnerships At the Xbox Partner Preview, Microsoft showcased new games and collaborations	Xbox Enhances Community Engagement Microsoft announced new initiatives to strengthen the...	4 more Documents + Show all
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Answer

Several posts from **Microsoft** Ignite highlight **Xbox's** AI-driven cloud gaming upgrades, new exclusive games, and indie partnerships for content diversity. There are also posts that emphasize **Xbox's** commitment to community engagement through interactive features and player-driven development support.

Insight 1: Major Xbox Cloud Gaming Advancements Announced at Ignite

- At **Microsoft** Ignite, posts highlighted **Xbox Cloud** Gaming upgrades with AI-driven streaming improvements and increased server capacity, ① showcasing synergy with **Azure** for enhanced cloud-based gaming. ②

Importance score: 7/10 Reach: 247k 1.32M Positive

Insight 2: Microsoft announces new games and Indie Partnerships

- Microsoft** announced new **Xbox-exclusive** titles and indie partnerships, expanding its game library and appealing to a broader audience with moderate media coverage. ③

Importance score: 7/10 Reach: 247k 1.32M Positive

Insight 3: Xbox Community Engagement Initiatives

- Alongside Ignite, smaller events focused on **Xbox's** community engagement efforts, unveiling new interactive features and support for player-driven development, covered mainly by niche media. ④

Importance score: 7/10 Reach: 247k 1.32M Positive

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The “Old” Visual AI

Identifying Subjects

Woman



Trees



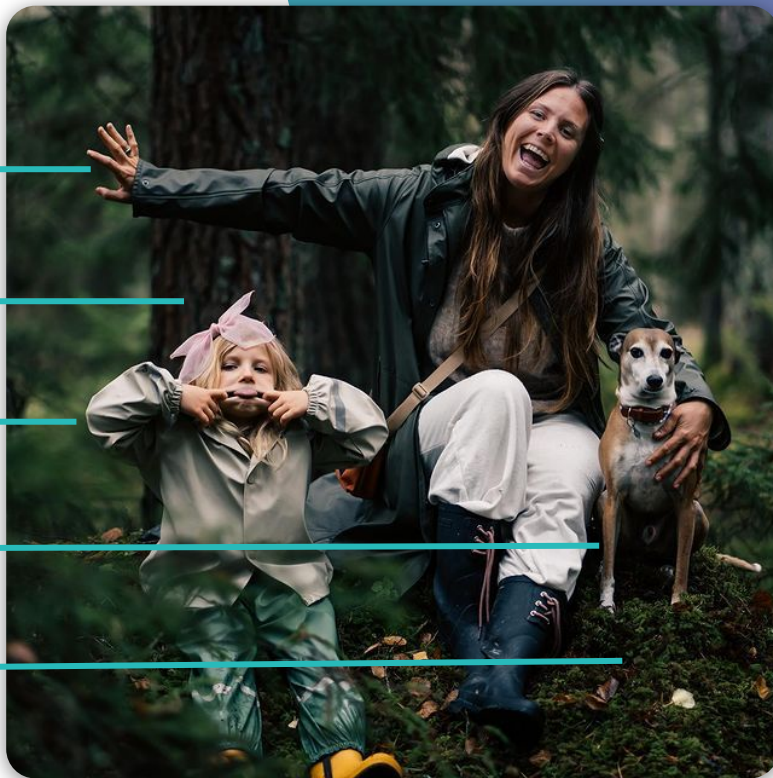
Child



Dog

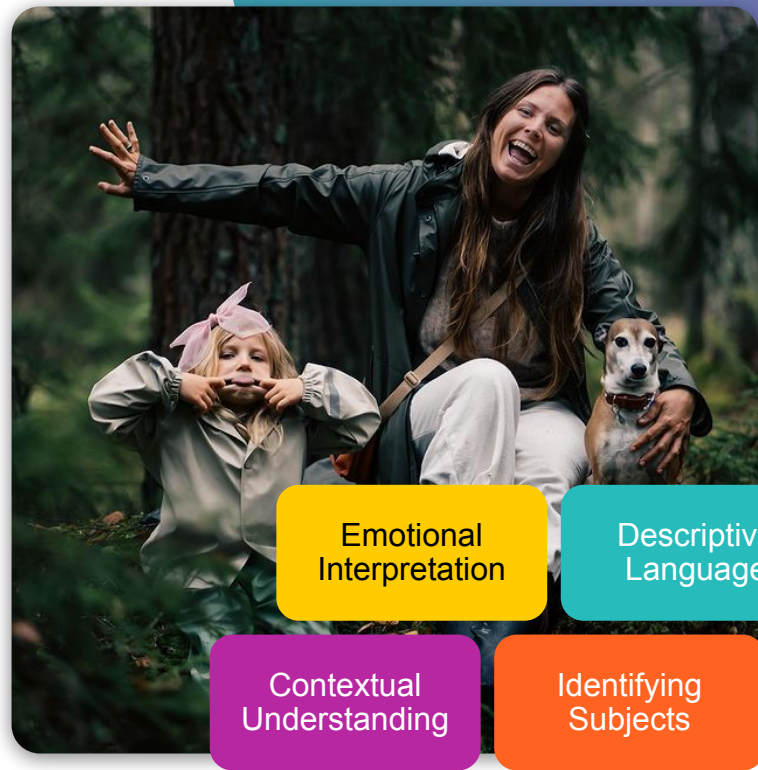


Forest



AI-Powered Visual Analytics

A joyful scene set in a forest. It features a woman, a young child, and a dog. The woman, who appears to be the mother, is sitting on a log, smiling widely and making a cheerful gesture with her arm raised. The child is standing next to her, playfully making a funny face with their hands, adding a sense of fun and whimsy to the scene. The dog, sitting calmly by the woman's side, looks relaxed and content. Everyone is dressed in outdoor gear suitable for the forest, suggesting they are on a nature outing or hike. The background shows trees and greenery, enhancing the natural and serene atmosphere of the photo.



First in the industry to achieve ISO 42001

What is it?

ISO 42001 encompasses the governance of how Meltwater responsibly develops AI as well as how AI tools are used throughout the organization.

What Does it mean for you?

- Achieving ISO certification demonstrates Meltwater's commitment to maintaining confidentiality, integrity and protection of our customer's data in the Meltwater app
- Furthermore, it validates that Meltwater has implemented a comprehensive and effective information security management system, privacy information management system and artificial intelligence management system that customers can trust.

